



Maine Public Broadcasting Network

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**Premiere Episode of “Downton Abbey, Season 3” on MASTERPIECE CLASSIC
Quadruples Average PBS Primetime Rating**

(Bangor/Lewiston/Portland) —The Maine Public Broadcasting Network is pleased to join PBS and WGBH and announce that the premiere of MASTERPIECE CLASSIC “Downton Abbey, Season 3” captivated viewers in Maine and nationwide with an estimated audience of 7.9 million viewers tuned in for Sunday’s premiere. (Nielsen Fast National data, 5.1 household rating.) The third season premiere of the Emmy® and Golden Globe® Award-winning series quadrupled the average PBS primetime rating, and exceeded the average rating of the second season premiere of “Downton Abbey” by 96 percent (based on metered market averages).

Between 9:00-11:00 p.m., PBS was the second-most watched broadcast network last Sunday and garnered nearly 100,000 tweets during the premiere evening.

“Downton Abbey’ continues to enthrall audiences nationwide, and this season is especially riveting with the addition of Shirley MacLaine to the cast and the lively interaction between her and Maggie Smith,” said PBS president and CEO Paula Kerger. “I’m so pleased that audiences have returned to ‘Downton Abbey’ on their local stations to continue to enjoy some of the best drama on television.”

To engage viewers in the series’ premiere, more than 110 local PBS stations hosted premiere screenings in December and January, collectively drawing more than 30,000 fans. MPBN hosted Downton events at the Portland Museum of Art in Portland and The Frontier in Brunswick. Both events were themed to the period and were enthusiastically attended. “The excitement we witnessed at our Downton events is reflective of the widespread appreciation for the show across Maine,” stated Cory Morrissey of MPBN’s Marketing Team. “We hope that Downton inspires our viewers to investigate all of the great programming we offer from Call the Midwife to Doc Martin.”

The Maine Public Broadcasting Network operates five television transmitters (WCBB-TV - Augusta - 10, WMEA-TV - Biddeford – 26, WMED-TV - Calais – 13, WMEB-TV - Orono – 12, WMEM-TV - Presque Isle – 10), and seven radio transmitters (WMEH-FM - Bangor - 90.9, WMED-FM - Calais - 89.7, WMEP-FM - Camden - 90.5, WMEF-FM - Fort Kent - 106.5, WMEA-FM - Portland - 90.1, WMEM-FM - Presque Isle - 106.1, WMEW-FM - Waterville - 91.3) reaching households in Maine, New Hampshire, Massachusetts, and Atlantic Canada. MPBN also delivers content to a worldwide audience via its website, www.mpbn.net.

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